

SPM 13: *Percent of children, ages 2-4, who are obese or overweight.*

Annual Objective and Performance Data	Tracking Performance Measures (Sec 485 (2)(2)(B)(iii) and 486 (a)(2)(A)(iii))				
	2000	2001	2002	2003	2004
Annual Performance Objective	NA	11.4	11.2	11.0	10.8
Annual Indicator	11.4	11.3	11.8	13.0	
Numerator	5,312	5,366	5,781	6,537	
Denominator	46,599	47,489	48,993	50,284	
Is Data Provisional or Final				Final	Provisional
	2005	2006	2007	2008	2009
Annual Performance Objective	12.0	12.1	11.8	11.6	11.6

Notes - 2002

Source: 2000 Pediatric Nutrition Surveillance System (PedNSS), Centers for Disease Control and Prevention. Data issues: Height and weight data are collected by the WIC Program and sent to CDC for analysis by the PedNSS. While the WIC data do not represent the population as a whole for children ages, 2-4, the data are readily available and represent many children who are at higher nutritional risk in Wisconsin. In December 2001, CDC began providing data analyses utilizing body mass index as a measurement for identifying children at risk of being overweight or children who are currently overweight using age and gender-specific growth charts. These new analyses provide an unduplicated count of children enrolled in the WIC program during the reporting period. The prevalence trends from the data will provide opportunities to target childhood overweight and develop prevention and intervention strategies, which may prevent overweight and obesity in adolescence and adulthood. 2002 data are not available until mid-2003.

Notes - 2003

Data issues: Height and weight data are collected by the WIC Program and sent to CDC for analysis by the Pediatric Nutrition Surveillance System (PedNSS). While the WIC data do not represent the population as a whole for children ages 2-4, the data are readily available and represent a higher risk population in Wisconsin. Childhood overweight is increasing at alarming rates and is likely to continue to increase until a multi-faceted, comprehensive plan is implemented to improve nutrition and increase physical activity. The objective projections reflect this reality.

Notes - 2004

Data for 2004 are not available until 2006.

a. Last Year's Accomplishments

Relationship to Priority Need(s): The percent of children, ages 2-4, who are overweight, relates directly or indirectly to three of Wisconsin's Priority Needs. This was chosen as a state performance measure because it directly relates to one of the 11 health priorities in Healthiest Wisconsin 2010, Wisconsin's state health plan, "Overweight, Obesity, and Lack of Physical Activity."

1. Increased knowledge of healthy behaviors--Enabling Services--Children over the age of 2, including CSHCN and their families

Statewide efforts to implement the Wisconsin state health plan priority related to childhood overweight were undertaken by several LHDs through the performance based contracting system. Specifically, 6 LHDs targeted educational programs to school-aged children and youth to increase their knowledge and awareness of nutrition and physical activity related behaviors and the connection of a healthy lifestyle to long-term health. Other LHDs provided education and referrals through perinatal and childcare coordination services including promoting breastfeeding, addressing food insecurity issues and other education targeted to young families.

2. Community Campaigns--Population-Based Services--Children over the age of 2, including CSHCN and their families

During 2004, four LHDs facilitated community-wide campaigns to improve nutrition and/or increase physical activity through negotiated performance based objectives. These events included "Walk to School" events, "Helping Kids Grow" campaign and the "Walk, Dance and Play" social marketing campaign.

3. Needs Assessments and Plans--Infrastructure Building Services--Children over the age of 2, including CSHCN and their families

As part of the 2004 performance based contracting process, 5 LHDs choose to focus efforts on building an infrastructure to address childhood and overweight through community nutrition needs assessments, school surveys and developing comprehensive plans. The DPH was awarded a CDC grant to develop a statewide Nutrition and Physical Activity Program to prevent overweight, obesity and related chronic diseases in July 2003. Through the Wisconsin Nutrition and Physical Activity Workgroup (WINPAW) a strategic plan to address the issue of overweight and obesity in Wisconsin was developed. This program has also worked closely with the WIC Program, the DPI programs (Team Nutrition) to reach pre-school and school-aged children (early childhood) and the Child and Adult Care Feeding Program to reach daycare providers.

4. Nutrition and Physical Activity Coalitions--Collaboration and Partnerships--Children over the age of 2, including CSHCN and their families

There are over 40 nutrition and physical activity coalitions that are working on overweight and obesity prevention efforts; many focused specifically on children. Central and Regional Office Nutrition staff provide technical assistance and support for these efforts.

Activities	Pyramid Level of Service			
	DHC	ES	PBS	IB
1. Increased knowledge of healthy behaviors		X		
2. Community campaigns			X	
3. Needs assessments and plans				X
4. Nutrition and physical activity coalitions				X

b. Current Activities

1. Increased knowledge of healthy behaviors--Enabling Services--Children over the age of 2, including CSHCN and their families

Statewide efforts to implement the Wisconsin state health plan priority related to childhood overweight are being undertaken by several LHDs through the performance based contracting system. Specifically, 8 LHDs are providing targeted educational programs to school-aged children and youth to increase their knowledge and awareness of nutrition and physical activity related behaviors and the connection of a healthy lifestyle to long-term health.

2. Community Campaigns--Population-Based Services--Children over the age of 2, including CSHCN and their families

The Wisconsin Nutrition Education Network is sponsoring a social marketing campaign to improve nutrition and increase physical activity. The "Stepping Up to a Healthy Lifestyle" campaign is being implemented in over 40 counties in Wisconsin through community partnerships. The LHDs are the lead agency in many instances. Other efforts planned include Walk to School events, Safe Routes to School initiatives, "Fit WIC" pilot and workplace wellness campaigns. These campaigns/programs aim to impact the growing rates of childhood overweight and adult obesity.

3. Needs Assessments and Plans--Infrastructure Building Services--Children over the age of 2, including CSHCN and their families

The DPH was awarded a CDC grant to develop a statewide Nutrition and Physical Activity Program to prevent overweight, obesity and related chronic diseases in July 2003. The state plan for obesity prevention that was developed by the Wisconsin Nutrition and Physical Activity Workgroup (WINPAW) is beginning to be implemented. The plan includes objectives related to childhood overweight including exclusive and sustained breastfeeding, increased fruit and vegetable consumption, decreased sweetened beverage consumption, appropriate portion sizes, decreased TV and screen time and increased physical activity. The program works closely with the WIC Program, the MCH Programs, the DPI programs (Team Nutrition) to reach pre-school and school-aged children (early childhood) and the Child and Adult Care Feeding Program to reach daycare providers.

4. Nutrition and Physical Activity Coalitions--Collaboration and Partnerships--Children over the age of 2, including CSHCN and their families

There are over 40 nutrition and physical activity coalitions that are working on overweight and obesity prevention efforts; many focused specifically on children. Central and Regional Office Nutrition staff provide technical assistance and support for these efforts. The DPH Regional Nutrition Consultants are facilitating a professional development workshop focused on Nutrition Policy to be held summer 2005. This workshop is targeted to public health nutritionists, public health educators, policy makers and public health nurses.

c. Plan for the Coming Year

1. Increased knowledge of healthy behaviors--Enabling Services--Children over the age of 2, including CSHCN and their families

Through the performance based contracting system, Local Health Departments (LHD) will be encouraged to choose objectives and activities that will promote and support breastfeeding, increased fruit and vegetable consumption, limited television viewing and increased physical activity. These activities will be linked to the Healthiest Wisconsin 2010 (the state health plan) and the Wisconsin Nutrition and Physical Activity State Plan to prevent obesity and related chronic diseases.

2. Community Campaigns--Population-Based Services--Children over the age of 2, including CSHCN and their families

The Wisconsin Nutrition Education Network will be sponsoring a social marketing campaign to improve nutrition and increase physical activity during 2006. The "Stepping Up to a Healthy Lifestyle" campaign is targeted to low-income children and their families. To participate in the campaign community partners must agree to collaborate on the efforts.

3. Needs Assessments and Plans--Infrastructure Building Services--Children over the age of 2, including CSHCN and their families

The DPH was awarded a 5-year, cooperative agreement from CDC to develop a statewide Nutrition and Physical Activity Program to prevent overweight, obesity and related chronic diseases in July 2003. The state plan for obesity prevention will serve as a guiding document for overweight and obesity prevention efforts. The focus of the cooperative agreement is to build an infrastructure to address overweight and obesity in Wisconsin. The Nutrition and Physical Activity Program works closely with its partner group, the Wisconsin Nutrition and Physical Activity Workgroup (WINPAW), to provide statewide leadership for this effort. WINPAW is a diverse partnership with over 60 organizations represented.

4. Nutrition and Physical Activity Coalitions--Collaboration and Partnerships--Children over the age of 2, including CSHCN and their families

State and community partnerships and collaborations are vital to preventing and managing childhood overweight. There are currently 40+ local coalitions who focus on childhood overweight reductions. Key partners in the implementation of the Nutrition and Physical Activity State Plan include: the WIC Program, the MCH Programs, the DPI programs (Team Nutrition) to reach pre-school and school-aged children (early childhood), the Child and Adult Care Feeding Program to reach daycare providers, local health departments and community coalitions.